

## Message Text

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USIA FOR IPS, IBS/ROMANIAN SERVICE, IEE

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E.O. 11652: N/A

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SUBJ: PETROCHEMICAL EXHIBIT NEWS CONFERENCE

A NEWS CONFERENCE TO ANNOUNCE A UNIQUE AMERICAN EXHIBIT WAS HELD TODAY (THURSDAY) AT THE AMERICAN LIBRARY IN BUCHAREST. THE EXHIBIT THEME IS PETROCHEMICAL TECHNOLOGY AND EQUIPMENT, AND IT MARKS THE FIRST TIME THE U.S. DEPARTMENT OF COMMERCE HAS MOUNTED A "SOLO" EXHIBIT IN EASTERN EUROPE. A SOLO EXHIBIT IS ONE NOT CONNECTED WITH AN INTERNATIONAL FAIR.

PRESENT AT TODAY'S CONFERENCE WERE FRED OTT, DIRECTOR OF THE EXHIBIT; ROBER CULVER, OPERATIONS DIRECTOR; AND PAUL TERLIZZI, DIRECTOR OF BUSINESS RELATIONS. ALL THREE ARE DEPARTMENT OF COMMERCE OFFICIALS.

IN HIS OPENING REMARKS, MR. TERLIZZI OUTLINED THE CONTENT OF THE EXHIBIT, WHICH RUNS FROM NOVEMBER 12 THROUGH THE 16TH AT THE BUCHAREST FARI GROUNDS. SOME 25 AMERICAN COMPANIES IN THE PETROCHEMICAL FIELD WILL DISPLAY PRODUCTS AND PROCESSES WHICH THEY HOPE TO SELL TO ROMANIAN MINISTRIES AND STATE ENTERPRISES.

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THERE WILL ALSO BE TWO SEMINARS HELD DEALING WITH WORKER TRAINING

IN THE PETROCHEMICAL INDUSTRY, AND WITH MANAGEMENT TECHNIQUES.

MR. TERLIZZI NOTED THAT THE INCREASED WORLDWIDE DEMAND FOR PETROLEUM PRODUCTS COUPLED WITH THE SHRINKING SUPPLY MAKES THE EXHIBIT ALL THE MORE TIMELY. AS HE PUT IT "TECHNOLOGY IS THE KEY TO GETTING MORE OUT OF A BARREL OF CRUDE OIL, OR A CUBIC FOOT OF GAS. THE U.S. EXHIBIT WILL BE A SHOWCASE OF WHAT HAS BEEN DONE RECENTLY, AND WHAT MEASURES CAN BE USED NOT ONLY TO EXTRACT MORE USEFUL COMPONENTS FROM A BARREL OF CRUDE OIL, BUT ALSO HOW TO REDUCE WASTE AND IMPROVE PLANT EFFICIENCY..." BY UTILIZING THE LATEST TECHNOLOGICAL ADVANCES IN THE PETROCHEMICAL FIELD.

EXHIBIT OFFICIALS ALSO SAID THAT AT LEAST FOUR AMERICAN FIRMS TAKING PART IN THE EXHIBIT WILL CONDUCT TALKS WITH THE APPROPRIATE ROMANIAN ENTITIES AIMED AT SETTING UP JOINT VENTURES IN THIS FIELD. MR. TERLIZZI NOTED THAT THE COMBINATION OF AMERICAN TECHNOLOGY AND ROMANIAN EXPERTISE IN THE CONSTRUCTION OF REFINERIES LENDS ITSELF ESPECIALLY WELL TO SUCH JOINT VENTURES. HE ADDED THAT CERTAIN AMERICAN COMPANIES ARE ALSO INTERESTED IN PURCHASING CHEMICALS FROM ROMANIA, AS WELL AS IN USING ROMANIAN REFINING CAPACITY TO PRODUCE CHEMICALS FROM AMERICAN RAW MATERIALS.

TODAY'S NEWS CONFERENCE WAS ATTENDED BY JOURNALISTS, WRITERS FOR TRADE JOURNALS, AND REPRESENTATIVES OF VARIOUS ROMANIAN MINISTRIES.  
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